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# Welcome to the Australian and New Zealand Marketing Academy (ANZMAC) Conference 2007

Hosted by:	Department of Marketing, School of Business, University of Otago
Date:	3-5 December 2007 (Monday - Wednesday)
Venue:	University of Otago, Dunedin, New Zealand
Conference Chair:	Dr. Kenneth R. Deans.
Conference Proceedings Chair:	Dr Maree Thyne
Conference Editors:	Dr Maree Thyne Dr Kenneth R. Deans Associate Professor Juergen Gnoth
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The ANZMAC 2007 theme 3Rs - Reputation, Responsibility & Relevance seeks to bring to the fore a lively discussion on a number of issues and challenges facing our discipline. These challenges and issues were highlighted in a recent collection of essays published in the October 2005 Journal of Marketing. The issues brought to light include:

- Marketing's status and relevance within the modern organisation;
- More boundary spanning in research and practice, and taking advantage of cross-functional opportunities;

- More emphasis on strategy implementation;
- Broadening vision and goals;
- Ethics and social responsibility;
- Encouraging research that is relevant to society; and
- Researching markets outside the USA, UK and Europe.

In short, through addressing these issues, the Marketing discipline will maintain its reputation, responsibility and relevance. Through the conference we hope that delegates have developed valuable insights, a deeper understanding and a sense of how to advance our discipline.



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